

POSITIVE NUTRITION AND PHYSICAL ACTIVITY MESSAGES
USDA Regional Consultant Conference ~ October 2009



Using
POSITIVE
Nutrition and
Fitness Messages:

Nutrition Messages

**It's
the
carrot,**
not the
stick.



Fitness Messages

**It's
the
carrot,**
not the
stick.



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FIVE

Important Reasons
Why Carrots
Work Better
Than Sticks

WHY POSITIVE

1. Negative messages have a poor track record.
2. Positive messages have a strong research base.
3. Positive messages encourage competence.
4. Positive messages fit with consumer trends.
5. Positive messages are more fun.



Breakfast

Bad, bad, bad

Bad, bad

Bad

7 habits can ruin healthy eating

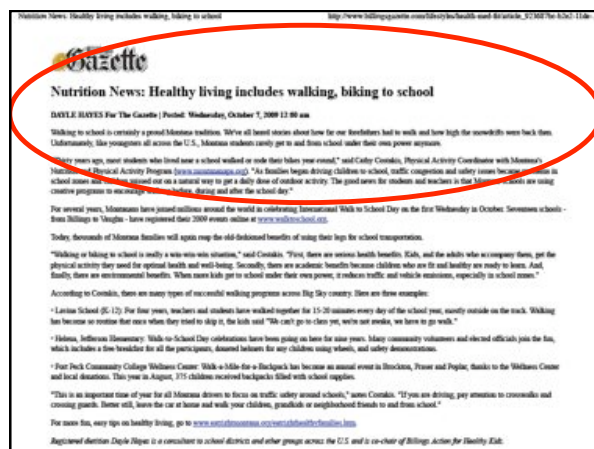
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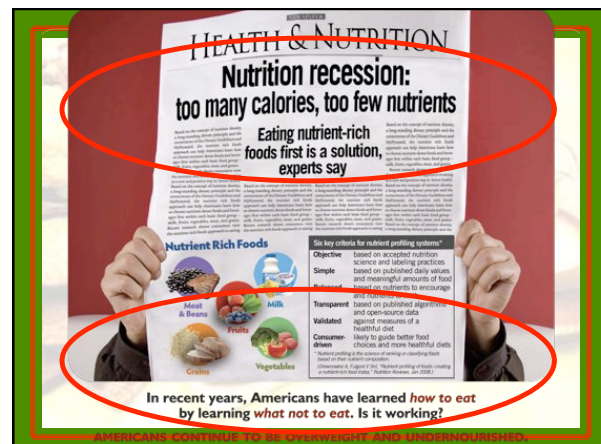
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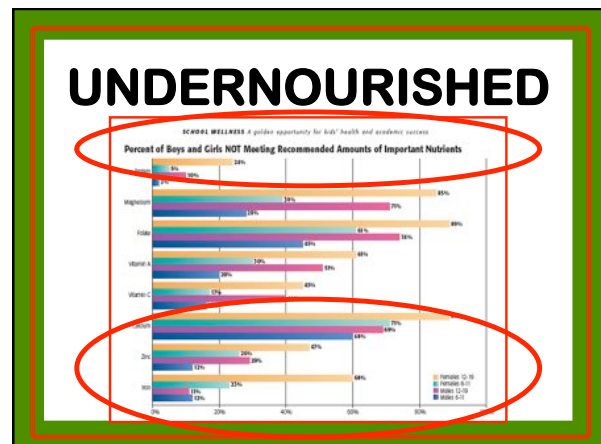
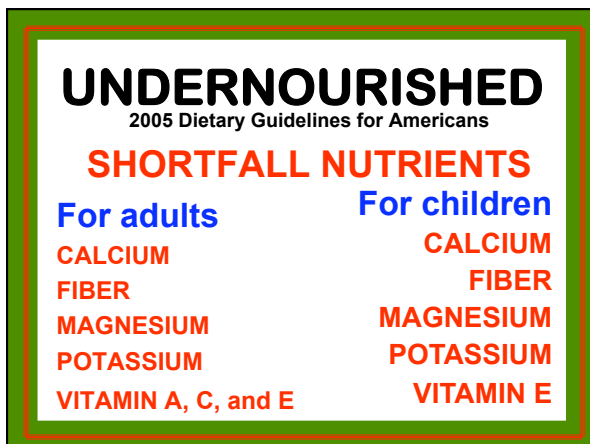


Americans Are Overweight Yet **Undernourished**

Americans are not meeting nutrient recommendations

97%: Potassium
 93%: Vitamin E
 70%: Calcium
 56%: Magnesium
 44%: Vitamin A
 31%: Vitamin C
 14%: Vitamin B₆
 12%: Zinc

*Ages 1 year and higher, USDA, ARS 2005, What We Eat in America, NHANES 2001-2002



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UNDERNOURISHED

Past:

NUTRIENTS TO LIMIT
... what NOT to eat

FUTURE:

NUTRIENTS TO
ENCOURAGE
... what TO eat

If we continue to do
what we have
always done,
**we will continue to
get what we have
always gotten.**

Update Our Messages

OLD **NEW**

- | | |
|------------------|-------------------|
| ▪ Restrictive | ✓ Positive |
| ▪ Negative | ✓ Adventurous |
| ▪ Limited | ✓ Lifestyle focus |
| ▪ Nutrient focus | ✓ Exciting |
| ▪ Boring | ✓ Delicious |
| ▪ Depriving | ✓ NUTRIENT RICH |

WHY POSITIVE
2. Positive
messages
have a strong
research base.

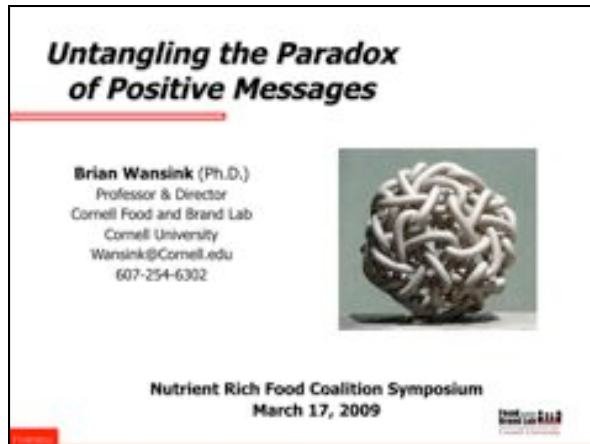
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Research reveals ...

POSITIVE messages work best with . . .	NEGATIVE messages work best with . . .
<ul style="list-style-type: none">Optimistic peoplePeople who eat because it tastes goodPeople who don't think too hard about eatingPeople who eat healthy to feel goodPeople who see eating as a choicePeople who value food as a way to stay healthy	<ul style="list-style-type: none">Pessimistic peoplePeople who think logically about each decisionPeople who eat healthy because they are afraid of getting sickPeople who see eating as an obligationPeople who value food as a way to not get sickMany of us in NUTRITION!

EAT RIGHT. BE ACTIVE. HAVE FUN.



Positive messages work best with most people, in most mind-sets, in most nutrition situations

Below the Pinocchio image is a small graphic with the text "FIND THE RIGHT BALANCE At MYPIPPINANCY".

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- In most food contexts, **positive** messages are **more** effective
- Positive messages are **more** sustainable
- Consumers want **positive** and **back to basics**



Key Points

- A **positive approach** to eating is more effective
- **Health and enjoyment** are both important
- Focus on getting consumers to improve choices - **eating is a pleasure rather than a duty**



Helping consumers to be more **passionate about food** will make positive messages work even better!



Nutrition Messages
It's the carrot,
not the stick.



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Fitness Messages

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WHY POSITIVE

**3. Positive
messages
encourage
competence.**

Ellyn Satter
ASSOCIATES

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Eating Competence

Eating is supposed to be enjoyable. For too many of us, eating represents trouble. We feel guilty if we eat what we "shouldn't" and deprived if we eat what we "should." We eat more than we think we should, and we worry about weight. Surveys show that when the joy goes out of eating, nutrition suffers. Roughly half of today's consumers who know about MyPyramid, the official dietary guide, say they "don't really follow it." Only 20% of consumers get their five-a-day of fruits and vegetables, and more and more people are overweight. What we are doing isn't working. But what do we do instead? Consider the Satter Eating Competence Model (ecSatter).

ecSatter encourages you to feel positive about your eating, to be reliable about feeding yourself, to eat food you enjoy, to eat enough to feel satisfied, and to let your body weigh what it will in accordance with your lifestyle and genetic endowment. Rather than expecting you to manage your eating by the rules, ecSatter encourages you to base your eating on your body's natural processes: hunger and the drive to survive, appetite and the need for pleasure, the social reward of sharing food and the tendency to maintain preferred and stable body weight. You may worry that being so positive and relaxed will send your eating out of control. Not so. Being able to eat the foods you like in satisfying amounts gives your eating order and stability.



"If I had to settle for one thing to tell families about preventing child overweight, helping children to eat a variety of food, and raising them to have positive eating attitudes and behaviors, I would say, have meals."

Ellyn Satter, MS, RD, LCSW, author
Your Child's Weight: Helping Without Harming

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"Healthy" Tastes Bad

- "Tastes good" is at the bottom on the list of characteristics kids ascribe to healthy foods

Good for my heart	84%	Will make mom/dad happy	63%
Has lots of vitamins	84%	Won't make me fat	62%
Keeps me from getting sick	79%	Is low in cholesterol	57%
Will make me smart	72%	Is low in sugar	53%
Will help me do well in school	70%	Makes me happy	37%
Will help me do well in sports	65%	Will make me thin	33%
Gives me energy	64%	Tastes good	32%

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STROTTMAN

Talking to Your Clients: Positive vs. Negative Tone and Vocabulary

- Positive:
 - Not just what to do but how to do it
 - Specific
 - Solution-oriented
 - What happens if you do
 - "Balance"
 - "Guidance"
 - "Moderation"/Sometimes
 - "Fuel"
 - "Influence"/By example"
- Negative:
 - Passive
 - Vague
 - Accusatory
 - What happens if you don't
 - "Always"
 - "Don't"
 - "Bad food"
 - Scientific sounding
 - Condescending

48

STROTTMAN

Core Nutrition Messages

Messages

The nutrition messages were designed for use in the Federal nutrition assistance programs and to reach and resonate with low-income mothers and 8- to 10-year-old children. These consumer-tested messages have application across Federal nutrition assistance programs. They can help nutrition educators deliver consistent and accurate messages that support national goals and the development of healthy eating patterns in young children.

Educators can use these messages in interventions that support policy changes, such as the new WIC food package and school wellness. In addition, the messages and their supporting content can enhance theory-based interventions that:

- Address the key behavioral outcomes on page 3 of "Maximizing the Message;"
- Use motivators and reinforcements that are personally relevant to the target audience;
- Employ multiple channels of communication;
- Actively engage the participant; and
- Provide multiple exposures to the messages.

See Also

- Messages
- Supporting Content for Messages
- Implementation Guidance
- Other
- Materials/Resources
- Training Opportunities

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USDA/FNS DECEMBER 2004

Messages for Preschool Moms

There are 7 core messages. These messages address: modeling eating habits; making mealtimes positive; setting off-limits for foods. These messages may be used alone or with the parent (e.g., booklet).

Modeling Messages*

1. They learn from watching you. Eat fruits and veggies and your kids will too.
2. They take their lead from you. Eat fruits and veggies and your kids will too.

Cooking and Eating Together Messages*

1. Cook together. Eat together. Talk together. Make mealtimes a family time.
2. Make meals and memories together. It's a lesson they'll use for life.

Division of Feeding Responsibility Messages

1. Let them learn by serving themselves. Let your kids serve themselves at dinner. Teach them to take small amounts at first. If they're still hungry.
2. Sometimes new foods take time. Kids don't always take to new foods right away. Offer new fruits and veggies at least once a week with them.

Availability/Accessibility Messages

1. Want your kids to reach for a healthy snack? Make sure fruits and veggies are in reach.*
2. When they come home hungry, have fruits and veggies ready to eat.*
3. Let your kids be "produce pickers." Help them pick fruits and veggies at the store.
4. They're still growing. Help your kids grow strong. Serve fat-free or low-fat milk at meals.

USDA/FNS DECEMBER 2008

Messages for Mothers of Elementary School-Aged Children

There are four core messages for mothers of elementary school-aged children. These messages address: availability/availability of fruits and vegetables and increasing consumption of fat-free and low-fat milk and milk products. These messages may be used alone, or with other messages and with the consumer-aided supporting content (e.g., booklet tips, stories, or recipes).



USDA/FNS DECEMBER 2008

Messages for 8-10 Year-Old Children

There are five core messages for 8-10 year old children. These messages address: food preferences, beliefs and eating behaviors. These messages may be used alone, or with the messages for mothers of elementary school-aged kids. This approach communicates similar and supporting information to parents and children.

Food Preference, Beliefs, and Eating Behavior Messages

Note: Milk and yogurt messages must be paired with image depicting low-fat or fat-free milk or yogurt.

1. Eat smart to play hard. Drink milk at meals.
2. Fuel up with milk at meals. And soar through your day like a rocket ship.
3. Snack like a super hero. Power up with fruit and yogurt.
4. Eat smart to play hard. Eat fruits and veggies at meals and snacks.
5. Fuel up with fruits and veggies. And soar through your day like a rocket ship.



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Duration: 00:37 (Full Program)

Related Clips

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Full Program: Enjoy the wide open world of outdoor exercise! 00:37
- Healthy Minutes: Lifetime Exercise** (4:32)
Full Program: Exercise is important and fun for people of all ages! 01:00
- Healthy Minutes: Cuts and Scrares** (4:32)
Full Program: Taking care of cuts and scrares is easy to do! 01:00

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WHY POSITIVE

4. Positive

messages fit

with consumer

trends.

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Products | Core Trends | Redefinition of Quality

The single most consistent trend occurring at the intersection of health, wellness and food is the redefinition of quality

Consumers are gradually transitioning away from ascetic, medicalized eating styles, "quick fix" diets or supplements, and so-called "better for you" packaged foods and practicing a more mindful eating style via engaging, higher quality experiences

- Consumers increasingly prefer to spend the time or money necessary to ensure a higher quality food experience rather than accept many of the standard "better for you" offerings of CPG companies.
- Furthering tendency toward celebration of food and eating culture on more routinized — as opposed to uniquely special — occasions
- We are witnessing a gradual shift such that the communities, families and people *behind* the food are increasingly as important as the food itself when it comes to healthy, high-quality eating experiences.

Quality
Mindful
Occasions
Community

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MORE

- Cooking from **scratch**
- **One dish meals** – casseroles, crock pots, & cast iron skillets
- **American** regional **comfort** food (AKA mac and cheese)

MORE OPS

- 42% of Americans know someone in “desperate” need of cooking skills
- Only 27% feel their ability to select and choose meat is as good as their mom’s

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#2. Homeward Bound



MORE

- Entertaining at **home**, esp. birthdays & celebrations
- **Backyard** grilling (31% are grilling year round)
- **Brown bagging** for lunch

Grilled Pizza Party



Brown Bag Bonanzas



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**Nutrient
Rich
Lunch
Boxes**
Little Rock,
Arkansas



#4. The New Pacesetters
Thrill Afficianados
MashUp Artists



MORE

- Serious **cooks**
- Kitchen **helpers** (rubs, spice blends, sandwich sauces)
- **Global** fusion cuisine & layers of **flavor**
- **Little Foodies**



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Canada's generation Y turning culinary landscape upside down
8 hours ago

Growing up with unprecedented tech innovation, consumer choice and exposure to global cuisines, Canada's generation Y are changing this country's culinary landscape in a big way.

According to Statistics Canada, there are 6.5 million members of this cohort, mostly the offspring of baby boomers, and they are bringing a game-changing approach to food consumption, says trend analyst Kara Nielsen.

She works for the San Francisco-based Center for Culinary Development, which is a consultant on new products for the food industry. In 2007, it decided to track the eating habits of this group born between 1980 and 2001.


"We felt we had to get to know them as soon as possible so we could help our product development clients to understand them and solve their specific needs," says Nielsen.

In mapping the group, she says, they focused on those aged 18 to 28 - "the ones who had money in their pockets, could drive themselves to a fast-food restaurant and who were making food choices in the marketplace."

As a high-tech user generation, it didn't come as much of a surprise that they use their cellphones, computers or hand-held devices to order food, pick up food and find food, Nielsen says.

"So food manufacturers, restaurant operators or even convenience stores who want to reach these young people need to think about marketing through the new technology."

THE CANADIAN PRESS




Sizzling Mexican Fajitas. Generation Y have adventurous multicultural palates. They grew up in a booming multicultural society during the '80s and '90s so should it surprise anyone that Generation Y have adventurous palates? THE CANADIAN PRESS/HO

FLAVOR 101: Back to Basics



Creating the Crave

Removing crispness from an apple



changes the whole experience

Creating the Crave

Taste:	Flavor:
✓ Zesty	✓ Crunchy
✓ Spicy	✓ Chewy
✓ Tangy	✓ Juicy
✓ Sweet	✓ Creamy
✓ Gingery	✓ Deep purple
✓ Hearty	✓ Bright orange
✓ Picante	✓ Aromatic

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WHY POSITIVE
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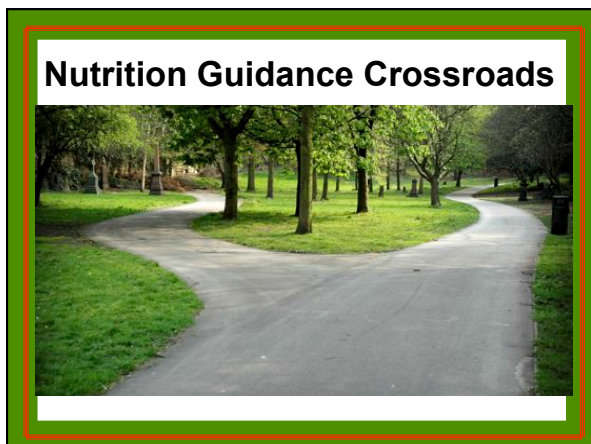
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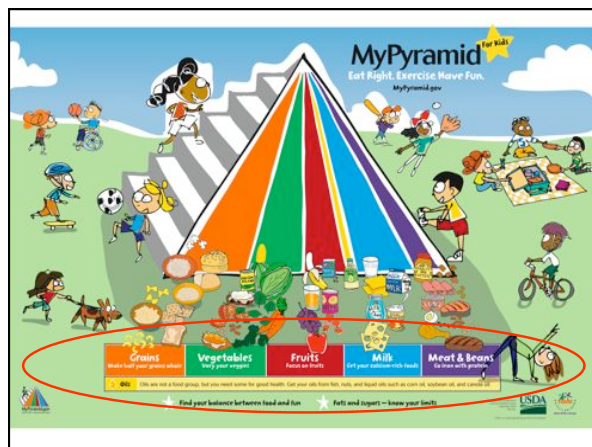
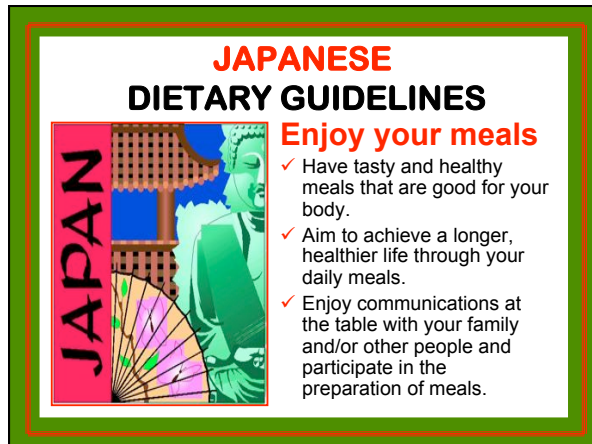


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